BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 National Subsidiary Diploma in Travel and Tourism Pearson BTEC Level 3 National Foundation Diploma in Travel and Tourism Pearson BTEC Level 3 National Diploma in Travel and Tourism Pearson BTEC Level 3 National Extended Diploma in Travel and Tourism
Unit number and title	Unit 7: Sustainable Tourism
Learning aim(s)	C: Investigate how tourist destinations achieve sustainable tourism
Assignment title	Achieving Sustainable Tourism
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You work as a trainee for a local tour operator. The Managing Director has set up a small working group to investigate how the company's products and services can better reflect the principles of sustainable tourism. She has asked you to join the group. She would like you to carry out further research, in order to make justified recommendations on how a destination in a country with very high human development can achieve sustainable tourism. You will present your work as an article for the company newsletter.
Task 1	Select an appropriate tourist destination in a country with very high human development (VHD) on the Human Development Index (HDI) measure. Your article must: • explain the factors that can influence the ability of tourist destinations to achieve sustainable tourism, with an assessment of the significance of these factors for your chosen destination in a country with VHD on the HDI measure. Consider both factors that may assist and those that may hinder the achievement of sustainable tourism. • explain the methods used in the chosen tourist destination to achieve sustainable tourism and give justified evidence-based recommendations for methods to manage potential impacts and further develop tourism sustainably there. You could use examples of good practice from other destinations

	to help justify your recommendations.
Checklist of evidence required	Article

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
C.P5	Explain the factors that can influence the ability of tourist destinations to achieve sustainable tourism.
C.P6	Explain the methods used to achieve sustainable tourism at one chosen tourist destination in a country with very high human development (VHD) on the HDI measure.
C.M3	Assess the significance of the factors influencing the ability of one chosen tourist destination in a country with very high human development (VHD) on the HDI measure to achieve sustainable tourism.
C.D3	Recommend methods to achieve sustainable tourism for one chosen tourist destination in a country with very high human development (VHD) on the HDI measure.

Sources of information to support you with this Assignment	**Textbooks** Dale, G. (2010) *BTEC Level 3 National Travel and Tourism Student Book 1,* Pearson, 9781846907272 Cooper, C (2016) *Essentials of Tourism*. Harlow: Pearson 9780273724384) **Websites** www.hdr.undp.org www.thetravelfoundation.org.uk www.sustainabletourism.net www.abta.com www.sdt.unwto.org www.responsibletravel.com www.antor.com National Tourist Office websites e.g. www.visitsweden.com www.seejapan.co.uk www.sustainabletourism.nz www.spain.info http://www.bhta.org/images/TMP/TMP-Report-IV.pdf
Other assessment materials attached to this Assignment Brief	N/A

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